

Agenda

- Project Goal
- Research results
- Existing site conditions
- Opportunities and Constraints
- Immediate Use Plan
- Interim Use Plan
- Long Range Use Plan
- Next Steps

Goal

- Develop and prepare a phased strategy for the development of Oak Street Yard into a Cultural Arts Center/Community Activity Center
- Implement a business development strategy to enhance arts, culture and entertainment activities within the Village Area.

Research Locations

Art Centers/Districts

(27 cities)

Common Themes

- Took advantage of under utilized space opportunities
- Existing public transportation
- Capitalize on the current built environment
- Close proximity to a large performing arts center
- Restaurants, coffee houses and shopping in close proximity
- Close to major universities
- Public gathering spaces

Unique Themes

- Independent film and photography festivals
- Large outdoor mall
- Joint partnership in the management and operations
- Spotlight on the natural resources

Williamstown, MA

Population: 8,220



Solana Beach, CA

Population: 13,500

Focus Area: Cedros Design District



Mill Valley, CA

Population: 15,000



Ashland, OR

Population: 22,000



Bremerton, WA

Population: 38,000

Location: 15 miles outside of Seattle, WA



Charlottesville, VA

Population: 40,600



San Luis Obispo, CA

Population: 42,963

Focus Area: Downtown SLO



Bethesda, MD

Population: 56,610



Chapel Hill, NC

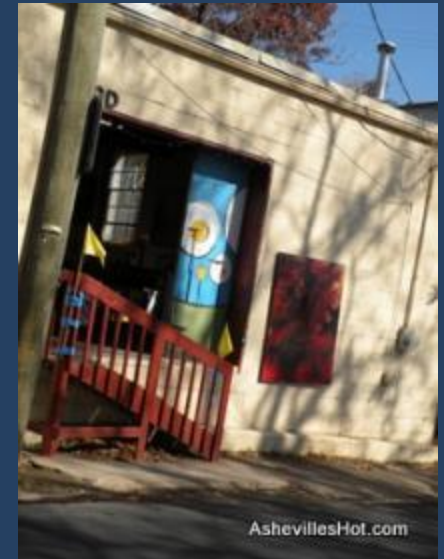
Population: 60,000

Focus Area: Downtown Chapel Hill



Ashville, NC

Population: 73,200



Santa Monica, CA

Population: 95,000

Focus Area: Bergamot Station



Ventura, CA

Population: 109,000

Focus Area: Downtown Ventura



Santa Fe, NM

Population: 144,000

Focus Area: Santa Fe Railyard



Pasadena, CA

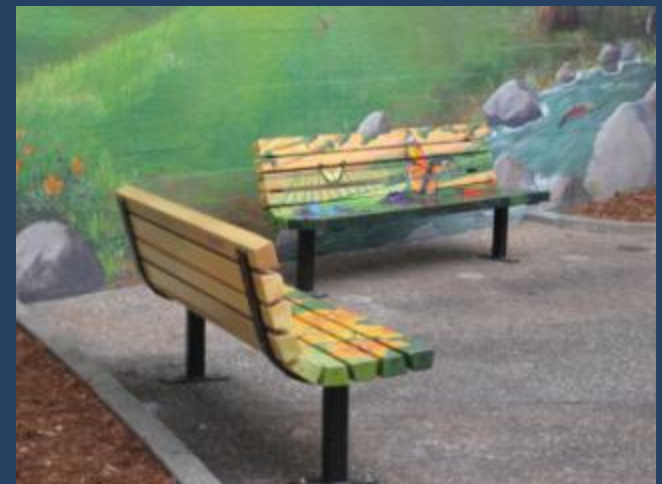
Population: 148,126



Santa Rosa, CA

Population: 154,212

Focus Area: Downtown Santa Rosa



Providence, RI

Population: 175,255



Scottsdale, AZ

Population: 244,000



Albany, NY

Population: 298,130



Santa Ana, CA

Population: 356,000

Focus Area: Santa Ana Arts Complex



Kansas City, MO

Population: 470,000

Focus Area: Crossroads Arts District



Portland, OR

Population: 582,130

Focus Area: Pearl District



Memphis, TN

Population: 671,000



Columbus, OH

Population: 785,000

Focus Area: Short North Arts District



San Jose, CA

Population: 1,007,223



Dallas, TX

Population: 1,234,000



Chicago, IL

Population: 3,000,000

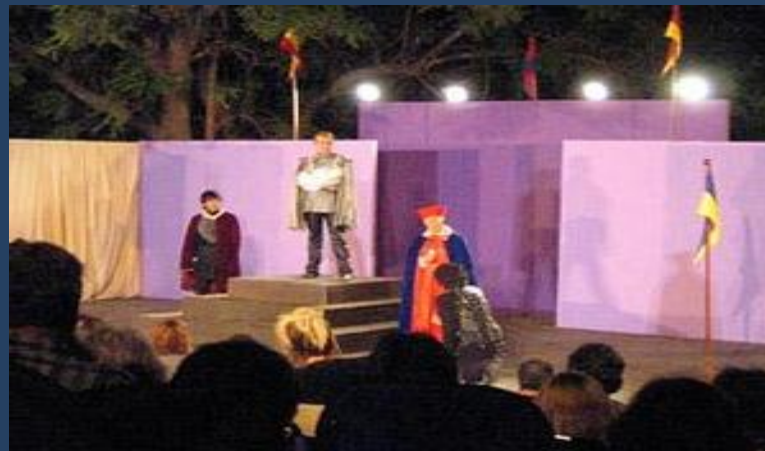
Focus Area: Chicago Arts District



Los Angeles, CA

Population: 3,849,000

Focus Area: Barnsdall Park



405 Oak Avenue
... existing site conditions...

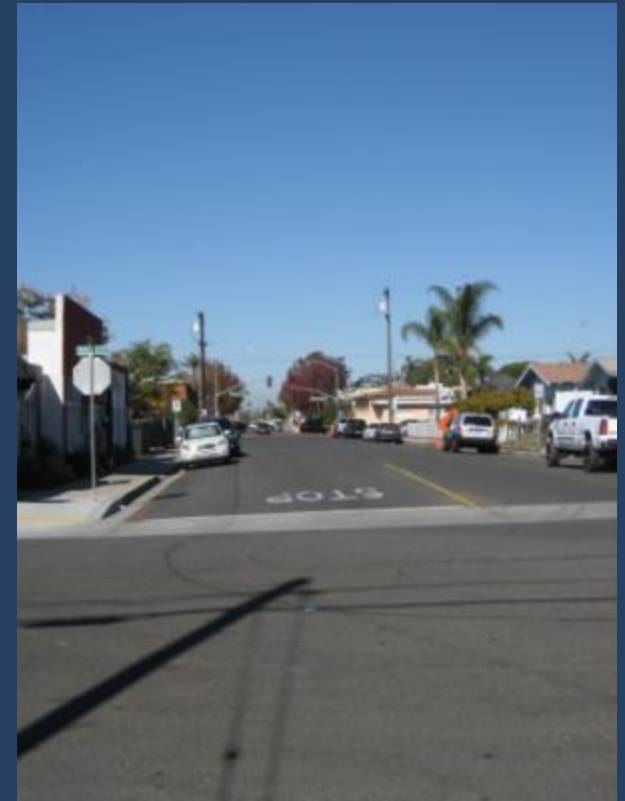
[Link to existing Coastal Rail Trail](#)



Existing entrance



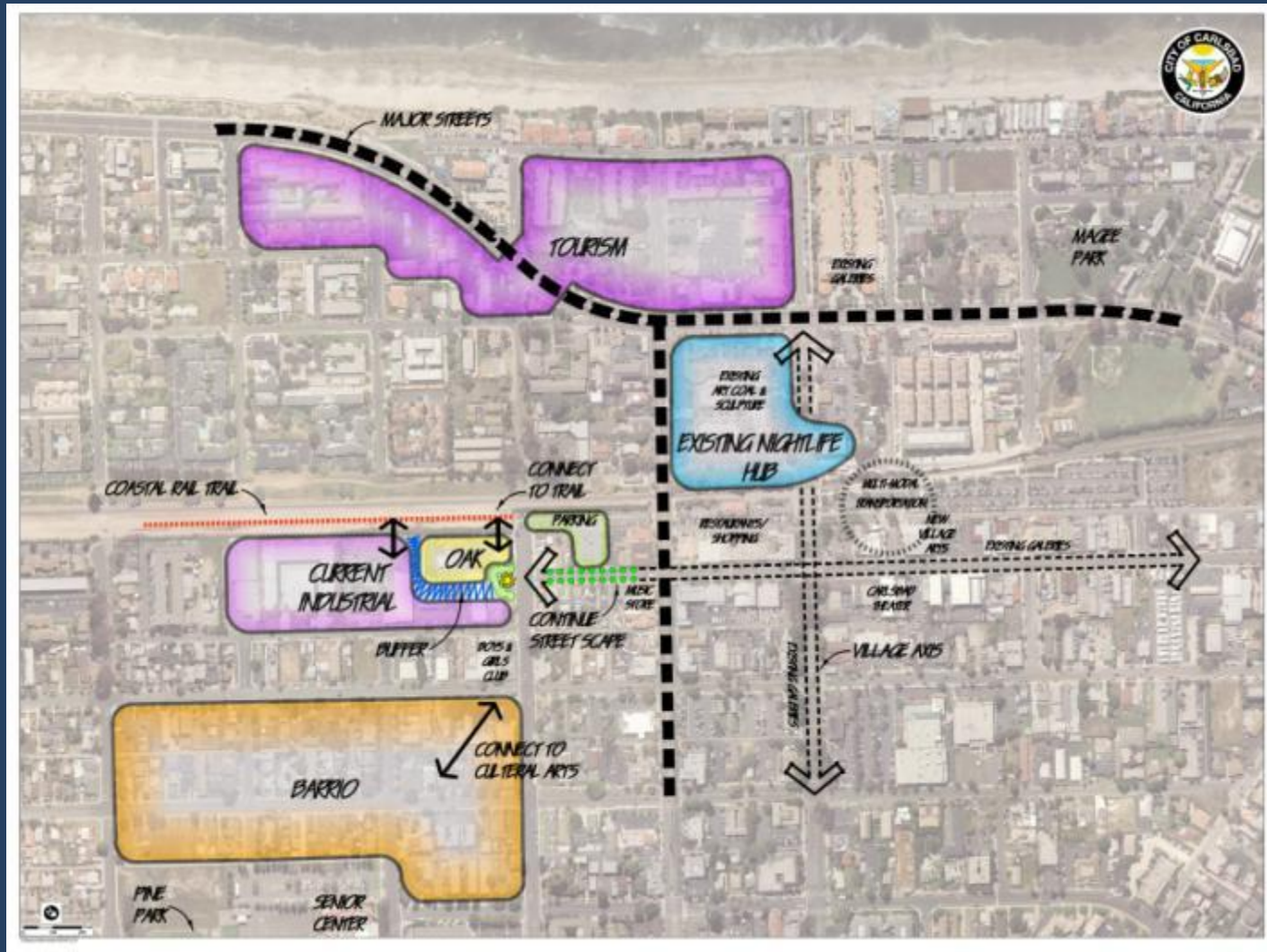




Looking North to State Street



Opportunities and Constraints



Immediate Use Plan

PROPOSED

- No to minimal public expenditures
- Minimal improvements to entrance to make more attractive
- Relocation and expansion of the Farmer's Market to create more synergy with existing uses
- Other outdoor events such as craft shows, art shows, car shows, musical events, art/activity rotating exhibitions and displays (i.e., skateboard, surfing, and/or sidewalk art)
- Temporary working artist space in existing buildings (where feasible and appropriate)
- Create flexible outdoor area for dramatic productions (i.e, Shakespeare at the Yard), performing arts (dance) or other special events/festivals (outdoor movies, holiday ice skating rink, temporary stages, skateboard demonstrations/workshops)
- Sculpture garden annex
- Expansion of the Foundry concept; arts incubator expansion
- Offer space to New Village Arts or other art groups for programming (such as summer art program for children, etc.)

→Next Steps

- Develop partnerships; have a collaborative discussion with Cultural Arts and similar non-profit groups
- Have Partnership Group host community conversations focused on possibilities for the “how to”, with City assistance
- Assume no or minimal public funding available, determine how to best utilize the site and manage with current resources and through partnerships; encourage broad use and community activities



Entry Art Sculpture
&/or Water Feature



Outdoor Movies
(Screen on building)
or other exhibition
space



Stage &
Backstage



Outdoor Performance
Space/Seating



Working Artist
Space



Multi-purpose
educational facility

"The Yard"
Potential Uses
(Immediate)



Farmer's Market & Other
Markets (i.e crafts, food)

Interim Use Plan

PROPOSED

- Expand upon immediate use plan
- Enhanced entrance with art and other improvements
- Addition of new modular type buildings for expansion of art classes, dance classes, etc. for children and adults
- More permanent improvements for outdoor events, such as the farmer's market, etc.
- Removal of buildings which prevent full use of outdoor space
- Enhanced outdoor area (i.e., outdoor amphitheater, outdoor grass or enhanced courtyard area)
- Outdoor stage area

→Next Steps

- Continue to develop and foster new and expanded partnerships over time
- Have Partnership Group host additional community conversations, with assistance from the City to expand vision and use of property
- With a small amount of funds, a few new buildings and utilizing existing structures

Long Range Use

PROPOSED

- Expand upon immediate and interim plan through comprehensive redevelopment of site
- Expanded outreach effort/citizen participation for long term plan for site
- Develop comprehensive plan for larger, long range cultural arts/community activity center (more permanent improvements)
- Work with private developer and/or art foundations or other organizations to develop new facilities to implement comprehensive plan for redevelopment of Oak Yard and perhaps adjacent properties.

Next Steps

- Meet with various Arts/Community Activity groups and establish “The Yard” Partnership Group to work with the City on further planning and/or implementation efforts to create “The Yard”.
- Develop plan for the “The Yard” Partnership Group to host community conversations.
- Create additional partnerships and refine the Immediate, Interim, Long Term Use Plans.
- Develop implementation plan from community input.

Questions?